iTunes Store

Publisher User Guide

Version 1.1

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Introduction

Welcome to the iTunes Management Console user guide, version 1.1

Based on years of industry experience and feedback from hundreds of clients and publishers we have built a unique, user friendly and intuitive management console. All of the features and functionality that we have developed aim to give you, the user, a greater understanding of your performance based activity and ultimately provide you with the tools to manage and optimise your campaign activity.

The iTunes management console is built on top of our own proprietary API, which is a unique feature within the performance marketing industry. When you are given access to the management console, you are also inherently given access to our API.

Q) What benefits or advantages does this offer?

A) This means that any screen, interface, data or function that you see within the management console, can be replicated through the API into your own applications or internal management systems. This provides you with maximum flexibility and control in how you use and interact with our platform.

To find out more about the API, please get in touch with us and/or check out the API documentation at:

http://apidocs.performancehorizon.com

This Publisher Console user guide is designed to help you understand the key features of the console and to hopefully answer any initial questions you may have on each section of the interface.

iTunes Console Advantages

- The API allows you to integrate the reporting functionality into your own internal management system
- iTunes activity is graphically represented with product overlay functionality to help analyse performance
- Ability to pivot all aggregated data within the console, reduce admin time, help analyse and optimise Apple campaigns
- The console is integrated with all modern devices, including tablets and smartphones
- A self-billing system means that the payment procedure is flexible and works around you
- Customizable report layout. It is possible to manipulate reporting data in a format that suits you via the console
- A wide range of different tools to assist building automated tracking links / RSS feeds to promote iTunes products
- Payments can be made across numerous currencies
- Flexibility to change the week start day, giving publishers greater control over their data views
- Full training on the platform
- Ability to review performance through the ExactView App
- Console is fully translatable to your local language

Getting Started

Before you can login to the iTunes Management Console please ensure that you have registered a publisher account and have been approved access to the iTunes network.

In order to sign up to the iTunes network please follow the below link

https://affiliate.itunes.apple.com/apply

Once approved onto the iTunes Management Console, you will have full access to all of the public information on the network such as, reporting, payment settings, tracking tools and network news.

Within the iTunes Management Console, there are 6 key sections available in the dashboard to help you manage and optimise your campaign performance:

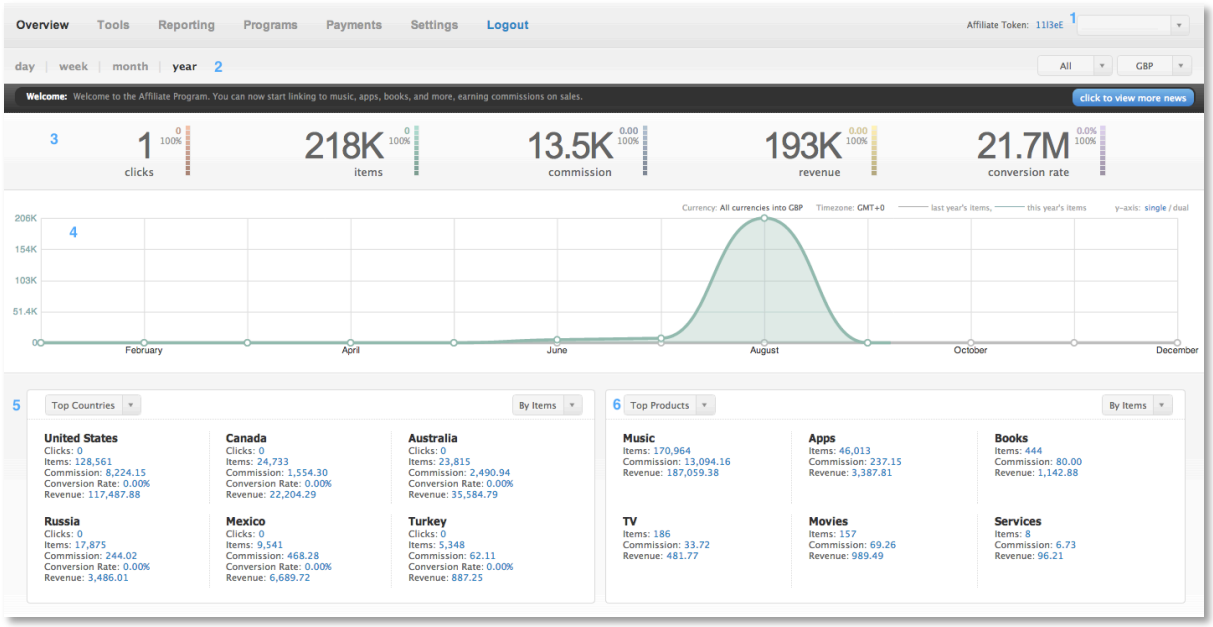
- Overview
- Tools
- Reporting
- Programs
- Payments
- Settings

This guide will walk you through each section detailing the key features and functionality.

Overview

For a quick and easy-to-digest summary of the activity generated across the iTunes campaign, the Overview dashboard is the perfect place to start. This interface displays the key aggregated data sets (total clicks, items, commission, revenue, conversion rate) for all your activity. The data updates are pushed to the dashboard without the need to refresh the page, so you can easily monitor the data flow generated through your online activity, comparing it with past performance and across several pre-defined time periods.

Below is the main overview screen with 6 key features points highlighted with an explanation below:



The Overview Dashboard

1. **Account:** Use the drop down to select your publisher account (it is possible to have more than 1 account).

2. **Data Time Period**: This provides an overview of your total click/conversion data for a defined time period. This will automatically graph the previous time period (in grey) against your current activity, providing you with instant, retrospective analysis. There are 4 available periods:

    - Current day
    - Current week (It is possible to choose which day you regard as the start of the week)
    - Current month
    - Current year

3. **Data Sets**: This will show the aggregated number of clicks, items, commission, revenue and conversion rate across all of your iTunes GEOs you are operating in based on the selected time period. All data is updated in real-time, and illustrated via the performance graph.

4. **Performance Graph**: Each data set is represented via a line graph to provide insight into traffic and conversion trends. If you highlight any sections of the graph it will display the statistics for the

selected date period (year) and data set (items).

To view the performance graph for a different data set simply click on the aggregated number (e.g. to view '**clicks**' you would click on the number **1** in the above example) and the graph will change to reflect this data.

Current activity is shown via the foreground graph line (**coloured**), which is compared against the previous data shown by the (**grey**) line in the background. If you have selected the data period of '**day**' the grey line graph will display the previous day's activity.

5. **Top Countries**: The bottom left panel displays your top 6 performing iTunes countries (should you promote multiple markets) with aggregate totals for clicks, items, commissions, revenue and conversion rates. You can choose the metric used to determine the rank of your top iTunes countries by using the selector at the top right.

6. **Top Products:** The bottom right panel displays your top 6 Products sold across iTunes. This can be changed to display different statistics such as Free Apps vs. Paid apps.

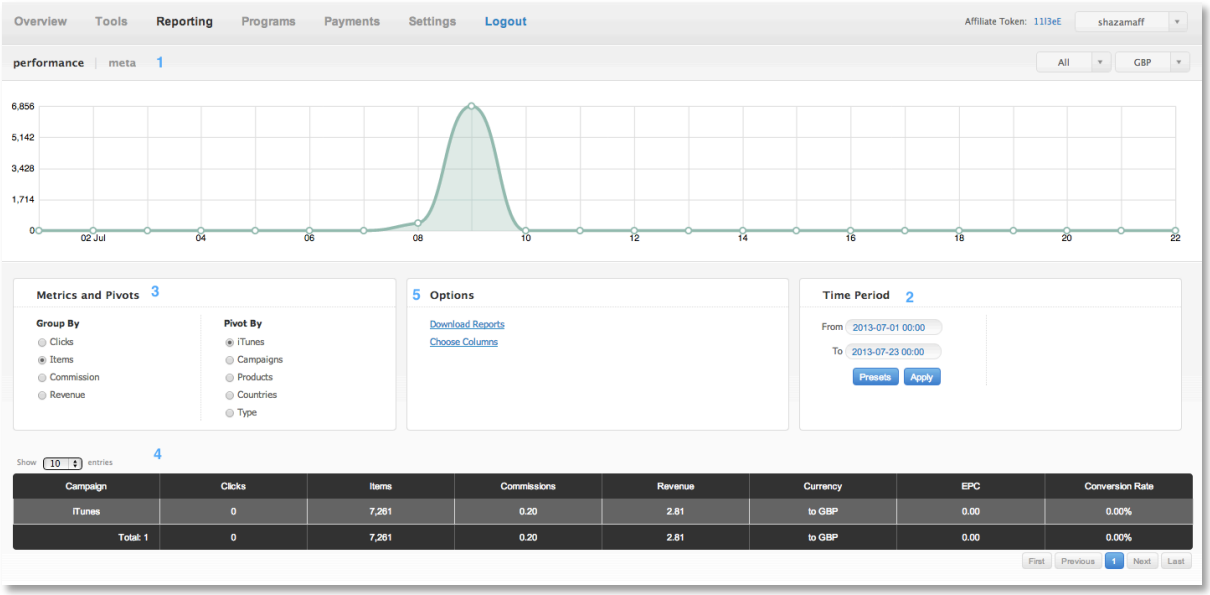
Reporting

This section allows you to analyse your performance activity in greater detail, interrogating the data at a granular level providing an in-depth analysis of your iTunes performance.

Please note clicks will report in real time but sales will ONLY display within the iTunes console once iTunes have validated these as billed.

The invoicing and batching process typically takes 3 – 7 days to charge a customer credit card and upload the data into the console.

Highlighted are 5 key feature points:



iTunes Reporting Interface

1. **Performance Graph**: This provides you a visual representation of the data specified by the chosen time period and reporting metrics (items, clicks, commission, currency, etc.).

2. **Time Period**: Used to specify the date range for your reports. Simply click the **From** and **To** fields which displays a pop up calendar and select your preferred start and end date (down to the exact hour if you wish). Hit **Apply Range** to action the date range.

3. **Metrics and Pivots**: The advanced pivoting system is a powerful tool for extracting key information from a large set of data in a quick and easy manner. You can group your report data over 4 metrics:

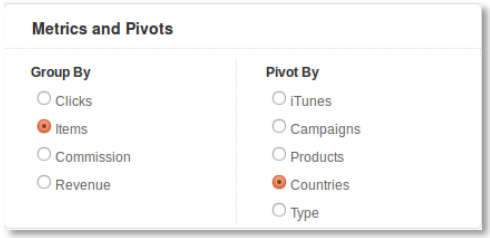
    - Clicks
    - Items
    - Commissions
    - Revenue

Based on this data you can apply a pivot to aggregate all data generated by the selected pivot across the chosen metric. This provides a detailed overview of the statistics based on currently active time period.

Metrics and Pivoting the Data

Pivoting can be highly effective and save time from manually manipulating your report data in external applications such as Excel. It will display the aggregated data based on your metric / pivot criteria.

For example, to display the iTunes country activity that is generating the most conversions, simply apply the relevant pivot and metric rules.



Choosing a Pivot

The result will group all your campaigns and their aggregated conversion data:

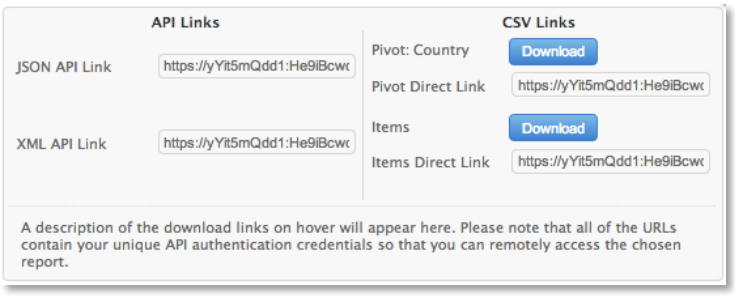
Country	Items	Commissions
Russia	4,563	0.00
Turkey	1,541	0.00
Taiwan	391	0.00
South Africa	231	0.00

The Pivot Result

4. **Data Rows**: To see the data row's activity plotted against the total performance click on the row and the data will be plotted on the graph above.

5. **Options - Downloading Reports**: Reports can be exported via 3 formats such as JSON, XML or as a standard CSV (comma separated values). All of these export functions can be executed remotely as your API authentication is dynamically inserted into the download links.

To obtain your download URLs, use the **Options ->Download** Reports section:



Export Options

As the iTunes Management Console is built on top of an API, there are a number of different formats provided

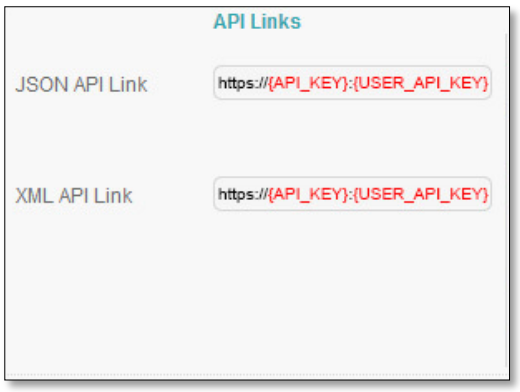
1. **JSON API Link:** This will export the data in JSON (JavaScript Object Notation) which can be parsed used any programming language
2. **XML API Link:** This will export data in XML (Extensible Markup language)
3. **Download Pivot CSV:** This report downloads the pivot selected in the console
4. **Download Items CSV:** This will provides a granular line-by-line report of all your data.

Exporting sale data via API

The iTunes Management Console is built on top of a custom built API, which allows reports to be exported remotely into your own applications or internal management systems. This provides you with maximum flexibility and control in how you use and interact with our console.

Below outlines most common API methods to extract sale information from the management console.

The first thing is to ensure that you have your API details. These can be accessed within the Reporting Console by clicking on any of the Download Report options and taking note of the URLs that are provided:



Access to API credentials

API Syntax

Every API call uses HTTP BASIC authentication over a secure HTTPS connection, and all calls confirm to the same standard format:

https://**application_key**:**user_api_key**@api.performancehorizon.com/api_method/**publisher_id**

API value	Description	Example	Notes
application_key	This key grants you access to the iTunes application	yYit5mQdd1	This can be located within the download URL
user_api_key	This is your unique user key that completes the BASIC authorization	L134U131	This can be located either in the console Settings->User Or via the download URL as outlined above

publisher_id	This is your unique publisher ID	5648797	This can be located either in the console Settings->publisher Or via the download URL as outlined above

There are a wide range of API methods to assist with your data extraction, for further details please refer to

http://apidocs.performancehorizon.com

Meta Reporting

The **Reporting->Meta** section allows you to analyse country specific data, which is represented by the interactive map. “Hot spots” within the visual map represents areas of high activity and when selected will display further details.

This will provide additional insight into the global performance.

There are four main areas to the creative reporting tab, highlighted on the screen shot below

Meta Data Performance Tab

1) **Visual map** – This interactive map allows you to select active territories (marked black), which will provide further statistics.

2) **Show Country** – This area allows the you to select a specific country and analyse country specific performance

   A pop up box will appear next to the select country summarising the below parameters

   a. Number of clicks
   b. Number of items
   c. Amount of commission
   d. Number of revenue
   e. Conversion rate

   You can also select a pre-set date range or customise a specific date period by selecting the “Custom Range” that you wish the traffic performance to be plotted against.

3) **Metrics** – the metrics option selects the data parameter you wish to review on the table of results below the visual map

4) **Time Period** – Used to specify the date range for your reports. Simply click the **From** and **To** fields which displays a pop up calendar and select your preferred start and end date (down to the exact hour if you wish). Hit **Apply Range** to action the date range.

   Within the console below the heat map results will be displayed in an aggregated table, to give the user a quick analysis of total performance across countries.

Programs

This section within the iTunes management console provides 2 key areas of interest:

- Campaign Status
- Commission rates

Campaign Status

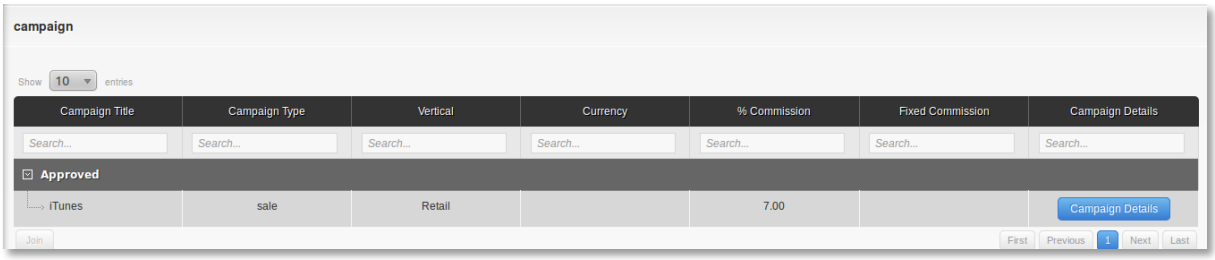
Upon registering your account via the sign up URL

https://signup.performancehorizon.com/signup/en_uk/itunes

The iTunes team will review your application and upon approval you automatically gain full access to the iTunes console along with all available reporting features, tracking tools.

If for any reason iTunes reject an account tracking links will cease to work and the user will not be able to access the platform.

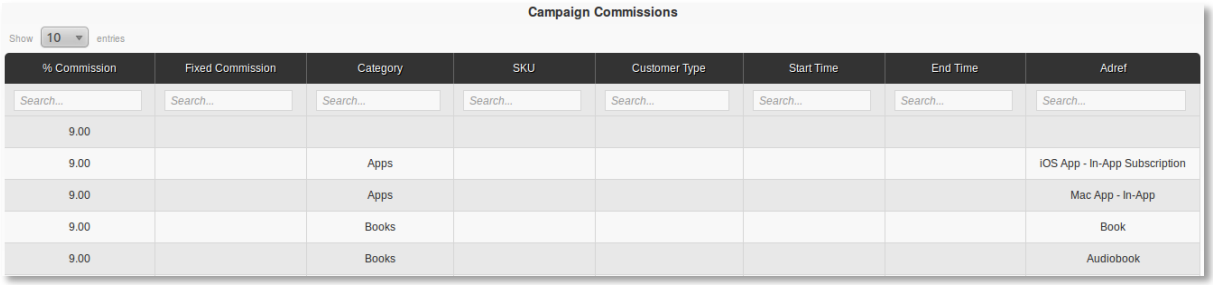
This section outlines the default commission rate for the overall campaign.



Approved application

Commission rates

By clicking on the iTunes campaign the commission's rates for the unique user is displayed in the lower half of the screen.



Tools

The iTunes Management Console offers a number of different ways to promote the iTunes campaign, for example through banners, RSS feeds, widgets or through standard tracking links.

These are hosted by iTunes and accessible within the **Tools -> Overview** page.

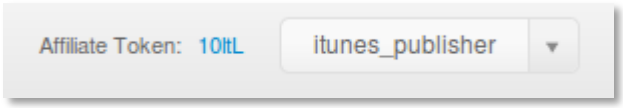
For any queries on the tools provided by iTunes please review:

- *http://www.apple.com/itunes/affiliates/resources/*
- *http://affiliate.itunes.apple.com/support/*

iTunes Linking Syntax

Once you have been approved onto the iTunes console you will automatically be assigned an "affiliate token". This uniquely identifies your account and ensures all clicks / sales are allocated back you.

For reference this value can be found in the top right hand corner of the console.



Example affiliate token (do not use)

Using the Tools provided your "affiliate token" would automatically be appended to all creative and tracking links so no manual inclusion is required.

Should you wish to build a tracking link manually this takes the following syntax:

https://itunes.apple.com/us/artist/journey/id486597?**at=XXXXXX**&**ct=YYYYYY**

Parameter name	Description	Example	Required
at	Affiliate Token. Unique ID assigned to your iTunes account to track and award sales.	10lTL	Y
ct	Campaign Token This allows you to assign your own campaign value which is tracked against that click sale	journey134	N

Example). https://itunes.apple.com/us/artist/journey/id486597?at=4567l13&ct=journey134

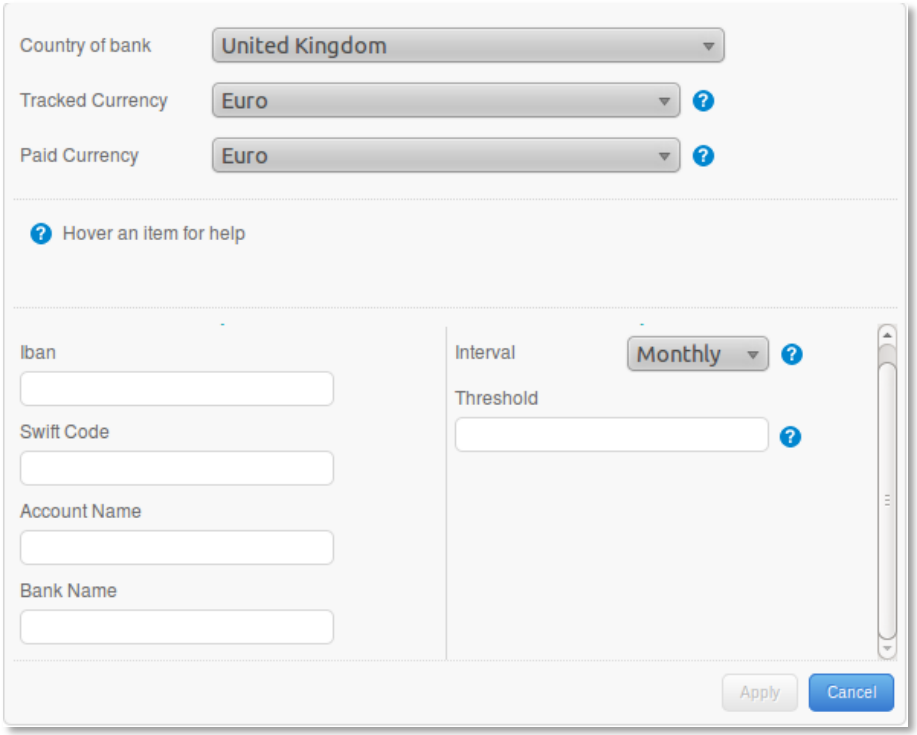
Payment

The iTunes Management Console has a flexible invoicing system, which provides you, the publisher full control over when you are paid and how frequent. For all billed sales, **once** funds have been paid into the Management Console, you can withdraw payment by raising a **self-bill.**

How do I get paid?

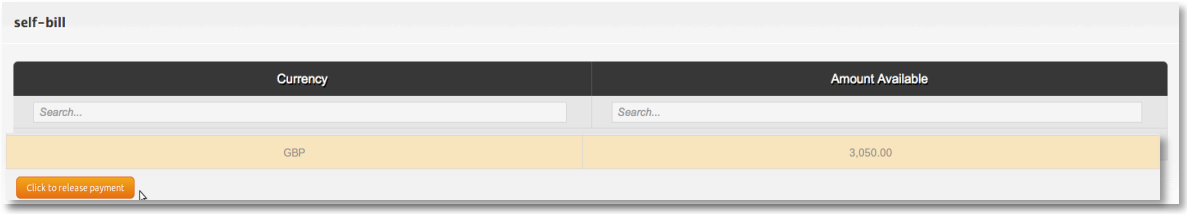
By registering onto the iTunes Management Console you agree to be self-billed. This allows full control to request payment as frequent and whenever you require (providing funds are allocated to your account). To generate a self-bill first set up your payment details

- Navigate to **Settings->payment method**
- Add your payment details. If you have sales tracked under different currencies you can specify how you are paid for each of these. Eg). If you track sales in USD but wish to be paid in EUR this is possible
- Click apply once complete



Setting up payment method

- Once payment details set up to **release** funds navigate to **Payments->Self-bill**
- Select the payment amount and 'click to release payment'



Releasing payment

- When a self-bill invoice is raised this will notify the finance department to transfer funds to you
- The payment run will happen as often as once a week but in urgent cases can be done daily
- A record of your self bill invoice will be created for your reference and can be downloaded in PDF format via the console
- It is also possible to download a CSV (comma separated value) file which clearly outlines what sales make up your self bill invoice

Please note payment can ONLY be made to your account once sales have been approved and funds have been paid to the finance department.

Important Note: As you have total control over when you can request the funds to be released, if you do not generate a self-bill regularly or if you do not set a payment Interval , your funds will continue to accumulate.

Settings

The section allows you to find details about your account and customise console setting. This consists of three parts, the user, publisher and payment.

User Tab

In addition to specific user details this tab allows you to:

- Access your API key
- Access your user ID
- Change your password

Publisher Tab

In addition to further specific details this tabs allows you to:

- Add your VAT number
- Add your company details
- Change the week start day – by changing this date all reports will be changed
- Set the default currency
- Change the locale – this will change the localisation of the interface.
- Opt out countries – The publisher has the option to remove themselves from any countries were iTunes have a store. This will stop any revenue and commission tracking in the selected country.
- Other details – this section includes important information for iTunes regarding the users site

Please note that these details are important in order to received accurate Self billed reports.

Payment Tab

This tab allows you to add payment details for each type of currency.